

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 FEA-01 OES-05 /039 W

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FM AMEMBASSY BUENOS AIRES

TO USDOC WASHDC

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UNCLAS SECTION 1 OF 3 BUENOS AIRES 1203

E.O. 11652: N/A

TAGS: BEXP, AR

SUBJECT: FY 77 - COUNTRY COMMERCIAL PROGRAM FOR ARGENTINA

REF: STATE A-9016; STATE 5312

1. EMBASSY RECOMMENDS THE FOLLOWING INDUSTRY SECTORS FOR
CCP CAMPAIGN TREATMENT IN FY 77:

A) CAMPAIGN NO.1: EQUIPMENT AND ENGINEERING/CONSTRUCTION
SERVICES FOR ELECTRIC POWER GENERATION AND TRANSMISSION.

(NOTE: IT HAS BEEN AGREED BETWEEN THE EMBASSY AND
THE WASHINGTON ACTION STAFF THAT THIS IS THE
WORKLOAD EQUIVALENT OF TWO CAMPAIGNS).

B) CAMPAIGN NO.2: EQUIPMENT & ENGINEERING/CONSTRUCTION
SERVICES FOR CHEMICAL AND PETROCHEMICAL INDUSTRIES.

C) CAMPAIGN NO.3: EQUIPMENT AND ENGINEERING/CONSTRUCTION
SERVICES FOR STEEL FOUNDRIES AND ROLLING MILLS.

D) CAMPAIGN NO.4: SHIPBUILDING AND SHIPBOARD EQUIPMENT.

E) CAMPAIGN NO.5: PETROLEUM EXPLORATION AND EXTRACTION
EQUIPMENT.

F) CAMPAIGN NO.6: METAL WORKING AND FINISHING MACHINERY
& EQUIPMENT.

2. THE FOLLOWING IS BREAKDOWN OF OBJECTIVES AND ACTIVITIES
RELATED TO THESE CAMPAIGNS:

CAMPAIGN WORKSHEET NO.1: EQUIPMENT AND ENGINEERING/
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CONSTRUCTION SERVICES FOR ELECTRIC POWER GENERATION AND

TRANSMISSION.

CAMPAIGN MANAGER: PETER E. JONES, FSO-4.

CAMPAIGN STATEMENT: WITH ARGENTINA'S DEMAND FOR ELECTRIC POWER GROWING AT 13 PERCENT PER ANNUM IN RECENT YEARS, PRESSING AGAINST CAPACITY, THE GOA HAS UNDERTAKEN AN AMBITIOUS INVESTMENT PROGRAM BASED LARGELY ON UTILIZATION OF THE UNTAPPED HYDROELECTRIC POTENTIAL OF ITS RIVERS. THIS INVESTMENT PROGRAM, ESTIMATED AT \$10 BILLION, HAS AN IMPORT CONTENT OF APPROXIMATELY \$3 BILLION, AND WILL CONTINUE TO REPRESENT AN IMPORTANT SERIES OF EXPORT OPPORTUNITIES FOR U.S. SUPPLIERS OF GOODS AND SERVICES FOR QUITE A NUMBER OF YEARS.

PROJECT OBJECTIVES: OBTAIN A SUBSTANTIAL SHARE OF THE FOLLOWING MAJOR PROJECTS:

HYDROELECTRIC FACILITY: YACIRETA-APIPE

HYDROELECTRIC FACILITY: CORPUS

HYDROELECTRIC FACILITY: POTRERO DEL CLAVILLO

HYDROELECTRIC FACILITY: ZANJA DEL TIGRE

HYDROELECTRIC FACILITY: LOS BLANCOS

HYDROELECTRIC FACILITY: POTRERILLOS-LAVAREZ CONDARCO

HYDROELECTRIC FACILITY: PARANA MEDIO

HYDROELECTRIC FACILITY: CASTANARES

THERMAL ELECTRIC FACILITY: COSTANERA

ASSIST U.S. FIRMS IN OBTAINING CONTRACTS FOR SALE OF TECHNOLOGY AND COMPONENTS FOR THE ABOVE-MENTIONED PROJECTS.

CULTIVATE ORIENTATION TOWARDS U.S. FIRMS AND PRODUCTS ON PART OF GOA OFFICIALS, POWER COMPANY OFFICIALS, AND NON U.S. PROJECT CONTRACTORS.

ACTIONS:

BY SEPTEMBER 30:

1. MAKE NEW ROUND OF CALLS ON DECISION MAKERS IN THIS FIELD, INCLUDING ANY NEW GOVERNMENT OFFICIALS.

2. CONTINUE CONSULTATIONS WITH U.S. FIRMS TO GATHER INFORMATION ON THE STATUS OF PROJECTS, AND DEVELOP SUPPORTIVE
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ACTION PLAN.

3. HOLD REPRESENTATION FUNCTION FOR MAJOR DECISION MAKERS IN THIS FIELD DIRECTED AT ASSISTING U.S. SUPPLIERS IN OBTAINING A SHARE OF THE PROJECTS LISTED ABOVE.

BY DECEMBER 31:

4. UPDATE MARKET SURVEY.

5. ORGANIZE AND EXECUTE TECHNICAL SEMINAR WITH PARTICIPATION

BY U.S. COMPANIES, TARGETED AT GOA POWER COMPANIES
AND BINATIONAL RIVER DEVELOPMENT COMMISSIONS.

BY MARCH 31:

6. MAKE NEW ROUND OF CALLS ON DECISION MAKERS IN THIS
SECTOR, INCLUDING ANY NEW GOVERNMENT OFFICIALS.

7. PUBLISH ARTICLE IN COMMERCIAL NEWSLETTER AND
APPROPRIATE TRADE JOURNALS ON U.S. POWER TECHNOLOGY.

8. ENCOURAGE U.S. FIRMS TO INVITE GOA POWER OFFICIALS
AND NON-U.S. PROJECT CONTRACTORS TO VISIT THEIR
U.S. PLANTS.

BY JUNE 30:

9. IDENTIFY AND SEND TO U.S. A LEADER GRANTEE IN THE
ENERGY SECTOR,9

3. CAMPAIGN WORKSHEET NO.2: EQUIPMENT AND ENGINEERING/CONSTRUC-
TION SERVICES FOR CHEMICAL AND PETROCHEMICAL INDUSTRIES.

CAMPAIGN MANAGER: EUGENIO PALLARES JORDA - FSL-2.

CAMPAIGN STATEMENT: THE GOA HAS IDENTIFIED OVER 25 PROJECTS
IN WHICH IT INTENDS TO INVEST OR PROMOTE INVESTMENT BY PRIVATE
FIRMS. OFFICIAL GOVERNMENT PROJECTIONS FOR THE YEARS 1974
THROUGH 1977 INDICATE A TARGET FIGURE OF \$600 MILLION FOR
INVESTMENTS IN THIS SECTOR. THESE PROJECTS WILL CONTINUE
TO PRESENT OPPORTUNITIES FOR U.S. SALES.

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PROJECT OBJECTIVES:

- ASSIST IN OBTAINING SUBSTANTIAL SHARE OF ENGINEERING
CONSTRUCTION SERVICES AND EQUIPMENT CONTRACTS FOR
PLANNED PROJECTS FOR U.S. INDUSTRY.
- ENCOURAGE LOCALLY REPRESENTED U.S. FIRMS TO INVITE
GOA OFFICIALS, PETROCHEMICAL COMPANY OFFICIALS,
AND NON-U.S. PROJECT CONTRACTORS TO VISIT THEIR
FACILITIES IN THE U.S. AS WELL AS PLANTS SIMILAR
TO THOSE BEING PLANNED FOR ARGENTINA.
- ORGANIZE ONE PROMOTION EVENT.
- IDENTIFY TEN TRADE OPPORTUNITIES.
- INTRODUCE 10 NEW U.S. COMPANIES TO THE MARKET.

ACTIONS:

BY SEPTEMBER 30:

1. CONTACT MEMBERS OF FOREIGN BUYERS GROUP PLAHRED FOR FY 76 AND FOLLOW UP ON SALES OPPORTUNITIES.
2. MAKE NEW ROUND OF CALLS ON ALL DECISION MAKERS IN THIS SECTOR, INCLUDING ANY NEW GOVERMENT OFFICIALS.
3. PUBLISH ARTICLE ON U.S. TECHNOLOGY IN COMMERCIAL NEWSLETTER AND APPROPRIATE TRADE JOURNALS.

BY DECEMBER 31:

4. WORK, IN CONJUNCTION WITH LOCAL REPRESENTATIVES OF U.S. FIRMS, ON VISITS OF GOA OFFICIALS AND PRIVATE COMPANY DECISION MAKERS TO THEIR PLANTS IN THE U.S.
5. MAKE DECISION ON TYPE OF PROMOTIONAL EVENT TO BE HELD DURING 4TH QUARTER AND BEGIN PLANNING.
6. VISIT 15 PROJECT MANAGERS AT PLANT SITES TO DEVELOP HILL

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 FEA-01 OES-05 /039 W
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R 211440Z FEB 75
FM AMEMBASSY BUENOS AIRES
TO USDOC WASHDC
INFO SECSTATE WASHDC 9998

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TRADE OPPORTUNITIES.

7. PUBLISH ARTICLE ON U.S. TECHNOLOGY IN COMMERCIAL NEWSLETTER AND APPROPRIATE TRADE JOURNALS.

BY JUNE 30:

8. HOLD REPRESENTATION FUNCTION AT AMBASSADORIAL LEVEL FOR MAJOR DECISION MAKERS IN CONNECTION WITH THE PROMOTION EVENT.

9. HOLD PROMOTION EVENT.

4. CAMPAIGN WORKSHEET NO.3: EQUIPMENT AND ENGINEERING/ CONSTRUCTION SERVICES FOR STEEL FOUNDRIES AND ROLLING MILLS. CAMPAIGN MANAGER: PYLER E. JONES,FSO-4. CAMPAIGN STATEMENT: THE GOA HAS MARKED THIS AS A PRIORITY SECTOR UNDER THE THREE YEAR PLAN AND INTENDS TO ESTABLISH TWO NEW FULLY-INTEGRATED STEEL MILLS BETWEEN 1974 AND 1980. SOMLSA, A STATE-OWNED PLANT AND THE LARGEST STEEL FIRM IN THE COUNTRY, IS PURCHASING AND WILL CONTINUE TO PURCHASE NEW EQUIPMENT. ADDITIONALLY, PRIVATE FIRMS ARE EXPECTED TO CONTINUE EXPANDING.

PROJECT OBJECTIVES:

- ASSIST U.S. SUPPLIERS IN OBTAINING A SUBSTANTIAL SHARE OF EQUIPMENT AND SERVICES TENDER RELATED TO NEW AND EXISTING PLANTS.

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- CULTIVATE ORIENTATION TOWARDS U.S. FIRMS ON PART OF GOA OFFICIALS, STEEL FOUNDRY AND ROLLING MILL OFFICIALS, AND NON-U.S. PROJECT CONTRACTORS.
- ORGANIZE PROMOTION EVENT ALONG LINES OF EITHER A
- FOREIGN BUYERS GROUP VISIT TO U.S. OR A TECHNICAL SALES SEMINAR.
- IDENTIFY EIGHT TRADE OPPORTUNITIES.

ACTIONS:

BY SEPTEMBER 30:

1. MAKE NEW ROUND OF CALLS ON DECISION MAKERS IN THIS SECTOR, INCLUDING ANY NEW GOVERNMENT OFFICIALS.

2. MAKE DECISION ON TYPE OF PROMOTION EVENT TO BE HELD DURING SECOND QUARTER, AND BEGIN PLANNING.

3. PUBLISH ARTICLE ON U.S. STEEL-MAKING TECHNOLOGY IN COMMERCIAL NEWSLETTER AND APPROPRIATE TRADE JOURNALS.

4. MAKE THREE PLANT VISITS IN ORDER TO DEVELOP TRADE OPPORTUNITIES.

BY DECEMBER 31:

5. EXECUTE PROMOTION EVENT.

6. HELD REPRESENTATION FUNCTION AT AMBASSADORIAL LEVEL FOR MAJOR DECISION MAKERS, IN CONNECTION WITH THE PROMOTION EVENT.

BY MARCH 31:

7. UPDATE MARKET SURVEY.

8. PUBLISH ARTICLE ON U.S. STEEL-MAKING TECHNOLOGY IN COMMERCIAL NEWSLETTER AND APPROPRIATE TRADE JOURNALS.

9. MAKE NEW CALLS ON ALL DECISION MAKERS IN THIS SECTOR, INCLUDING ANY NEW GOVERNMENT OFFICIALS.

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10. MAKE THREE ADDITIONAL PLANT VISITS TO DEVELOP TRADE OPPORTUNITIES.

BY JUNE 30:

11. MAKE THREE ADDITIONAL PLANT VISITS TO DEVELOP TRADE OPPORTUNITIES.

5. CAMPAIGN WORKSHEET NO.4: SHIPBUILDING AND SHIPBOARD EQUIPMENT.

CAMPAIGN MANAGER: THELMO MIRAT, FSL-3.

CAMPAIGN STATEMENT: THE GOA HAS ANNOUNCED PLANS TO BUILD OVER 700,000 DWT IN LOCAL SHIPYARDS DURING THE 1974/1980 PERIOD, WHICH WILL REQUIRE AN INVESTMENT OF APPROXIMATELY \$800 MILLION DOLLARS, OF WHICH \$75 MILLION WILL BE IMPORTED MATERIALS AND EQUIPMENT. THERE ARE 35 SHIPS OVER 5,000 DWT AND 466 MINOR CRAFT PLANNED.

PROJECT OBJECTIVES:

- 1) ASSIST IN OBTAINING A SUBSTANTIAL SHARE OF MATERIALS AND EQUIPMENT SALES FOR U.S. SUPPLIERS.
- SIGN FIVE AGENCY AGREEMENTS.
- DEVELOP 10 TRADE OPPORTUNITIES.
- ORGANIZE AND HOLD CATALOG SHOW.

ACTIONS:

BY SEPTEMBER 30:

1. MAKE CALLS ON GOA DECISION MAKERS AND POTENTIAL BUYERS.

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2. ENCOURAGE ARGENTINE FIRMS TO SEEK LICENSES FROM U.S. FIRMS FOR LOCAL MANUFACTURE OF SELECTED EQUIPMENT.

3. PUBLISH ARTICLE IN COMMERCIAL NEWSLETTER ON U.S. SHIPBUILDING TECHNOLOGY.

BY DECEMBER 31:

4. HOLD CATALOG SHOW ON SUBJECT INDUSTRY.

5. MAKE THREE ADDITIONAL PLANT VISITS TO DETECT TRADE UNCLASSIFIED

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OPPORTUNITIES.

6. PUBLISH ARTICLE IN SPECIALIZED PRESS ON U.UGM SHIPBUILDING TECHNOLOGY.

BY MARCH 31:

7. EVALUATE RESULTS OF CATALOG SHOW AND FOLLOW UP ON SALES OPPORTUNITIES.

8. PUBLISH ARTICLE IN COMMERCIAL NEWSLETTER AND APPROPRIATE TRADE JOURNALS ON U.S. SHIPBUILDING TECHNOLOGY.

BY JUNE 30:

9. HOLD REPRESENTATION FUNCTION AT AMBASSADORIAL LEVEL FOR DECISION MAKERS IN THIS FIELD, DIRECTED AT ASSISTING U.S. SUPPLIERYMIN OBTAINING A SUBSTANTIAL SHARE OF EQUIPMENT AND MATERIALS SALES.

10. PUBLISH ARTICLE IN COMMERCIAL NEWSLETTER AND APPROPRIATE TRADE JOURNALS ON U.S. SHIPBUILDING TECHNOLOGY.

6. CAMPAIGN WORKSHEET NO.5: PETROLEUM EXPLORATION AND EXTRACTION EQUIPMENT.

CAMPAIGN MANAGER: EUGENIO PALLARES J

CDA - FSL-2.

CAMPAIGN STATEMENT: ALTHOUGH ARGENTINA IMPORTS ONLY 20 PERCENT OF ITS OIL NEEDS, CRUDE AND BY-PRODUCTS IMPORTS ACCOUNTED FOR NEARLY \$500 MILLION IN 1974, OR 15 PERCENT OF TOTAL IMPORTS. THE GOA HAS ANNOUNCED IEMBITIOUS PLANS TO INTENSIFY IN-LAND AS WELL AS OFF-SHORE EXPLORATION AND EXTRACTION CREATING CONSIDERABLE OPPORTUNITIES FOR U.S. SUPPLIERS OF EQUIPMENT.

PROJECT OBJECTIVES:

- UPDATE MARKET RESEARCH STUDY.
- PROMOTE LICENSING AGREEMENT BETWEEN U.S. FIRMS AND

ARGENTINE SHIPYARDS FOR LOCAL MANUFACTURE OF OFF-SHORE
DRILLING PLATFORMS.
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- ORGANIZE FOREIGN BUYERS BROUPE.
- IDENTIFY AND REPORT 10 TRADE OPPORTUNITIES.

ACTIONS:

BY SEPTEMBER 30:

1. UPDATE MARKET RESEARCH STUDY.
2. MAKE NEW ROUND OF CALLS ON DECISION MAKERS IN THIS FIELD,
INCLUDING ANY NEW GOVERNMENT OFFICIALS.
3. HOLD REPRESENTATION FUNCTION FOR MAJOR DECISION MAKERS
IN THIS FIELD DIRECTED AT ASSISTING U.S. SUPPLIERS IN OBTAINING
A SHARE OF THE PROJECTS LISTED ABOVE.

BY DECEMBER 31:

4. IDENTIFY AND REPORT TO USDOC AND U.S. FIRMS POTENTIAL
LICENSING AGREEMENTS FOR LOCAL MANUFACTURE OF OFF-SHORE
DRILLING RIGS.
5. PUBLISH ARTICLE ON U.S. TECHNOLOGY IN COMMERCIAL NEWSLETTER
AND APPROPRIATE TRADE JOURNALS.
6. VISIT 2 DRILLING AND/OR EXPLORATION SITES TO DEVELOP
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ACTION ARA-10

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TRADE OPPORTUNITIES.

BY MARCH 31:

7. VISIT 2 DRILLING AND/OR EXPLORATION SITES TO DEVELOP
TRADE OPPORTUNITIES.

8. MAKE NEW ROUND OF CALLS ON DECISION MAKERS IN THIS
SECTOR INCLUDING ANY NEW GOVERNMENT OFFICIALS.

BY JUNE 30:

9. ORGANIZE FOREIGN BUYERS GROUP IN COORDINATION
WITH SELECTED U.S. MANUFACTURERS
OF EQUIPMENT FOR SUBJECT INDUSTRY.

10. HOLD REPRESENTATION FUNCTION AT AMBASSADORIAL LEVEL FOR
FOREIGN BUYERS GROUP.

11. PROMOTE VISITS BY QUALIFIED U.S. SCIENTISTS AND/OR
ENGINEERS TO HOLD SEMINARS ON OFFSHORE OIL EXPLORATION
AND EXTRACTION WITH GOA AGENCY STAFFS IN THIS FIELD,
UNDER THE AUSPICES OF THE FULBRIGHT COMMISSION.

7. CAMPAIGN WORKSHEET NO.6: METAL WORKING AND FINISHING
MACHINERY & EQUIPMENT.
CAMPAIGN MANAGER: GEORGE IAN SCOTT - FSL-2.
CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE IN WHICH
MOST SALES OPPORTUNITIES EXIST, ESPECIALLY FOR HIGH TECHNOLOGY
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CONTENT MACHINE TOOLS. INTEREST AND SALES IN THIS AREA
IN THE PAST HAS BEEN GOOD, AND AS U.S. PRODUCTS ARE EXPECTED
TO REMAIN PARTICULARLY COMPETITIVE SALES OPPORTUNITIES IN
FY 77 SHOULD CONTINUE ON THE UP-SWING.

PROJECT OBJECTIVES:

- ASSIST U.S. FIRMS IN OBTAINING A LARGER SHARE OF THIS
GROWING MARKET.
- CULTIVATE ORIENTATION OF ARGENTINE MACHINE TOOL USES
TOWARDS U.S. EQUIPMENT.
- IDENTIFY AND REPORT 12 TRADE OPPORTUNITIES.

ACTIONS:

BY SEPTEMBER 30:

1. UPDATE MACHINE TOOL MARKET SURVEY.
2. PUBLISH ARTICLE ON U.S. MACHINE TOOL TECHNOLOGY IN COMMERCIAL NEWSLETTER AND APPROPRIATE TRADE JORNALS.
3. MAKE SIX PLANT VISITS.

BY DECEMBER 31:

4. ORGANIZE AND HOLD SEMINAR AND FILM SHOW ON U.S. TECHNOLOGY IN THIS FIELD.
5. MAKE SIX PLANT VISITS.

BY MARCH 31:

6. PUBLISH ARTICLE IN COMMERCIAL NEWSLETTER AND APPROPRIATE TRADE JOURNALS ON U.S. MACHINE TOOL TECHNOLOGY.
7. MAKE SIX PLANT VISIT IN ORDER TO SEEK OUT TRADE OPPORTUNITIES.

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8. MAKE SIX PLANT VISITS IN ORDER TO SEEK OUT TRADE OPPORTUNITIES.
9. ENCOURAGE LOCALLY REPRESENTATED U.S. MACHINE TOOL MANUFACTURERS TO INVITE POTENTIAL ARGENTINE BUYERS TO U.S.
8. RESOURCE ALLOCATION SUMMARY AND ECOM ORGANIZATION CHART BEING FORWARDED BY AIRGRAM.
9. COMMENTS: THE EMBASSY CONSIDERS THAT CCP IMPLEMENTATION IN ARGENTINA SHOULD FOCUS ON MAJOR PROJECTS WITH LARGE IMPORT COMPONENT OF WHICH U.S. COMPANIES CAN OBTAIN A SUBSTANTIAL SHARE.
10. FIVE OF THE SIX CAMPAIGNS PROPOSED FOR FY 77 FALL UNDER THIS CATEGORY, AND IN ALL CASES THE GOA HAS DECISION CONTROL. THIS HIGHLY CONCENTRATED DECISION MAKING FACTOR ALLOWS THE CAMPAIGN MANAGERS TO CONCENTRATE THEIR EFFORTS, ALLOWING FOR BETTER UTILIZATION OF EMBASSY MANPOWER RESOURCES.

11. SECTION IV INDICATES MISSION WOULD REQUIRE AN ADDITIONAL FSO AND AN ADDITIONAL HALF A PERSON YEAR 100 MAN DAY) IN SECRETARIAL SUPPORT IN ORDER TO CARRY ON THE PROPOSED CAMPAIGNS.

12. EMBASSY WILL ATTEMPT TO PROMOTE U.S. PRODUCTS AND SERVICES IN INDUSTRY SECTORS WHERE PURCHASING DECISIONS ARE DIFFUSE, SUCH AS PRINTING & GRAPHIC ARTS EQUIPMENT & PROCESS CONTROL INSTRUMENTATION, THROUGH ITS TRADE PROMOTION EVENT PROGRAM. THIS TYPE OF PROMOTION CAN BEST BE CARRIED OUT THROUGH EVENTS GEARED TO CONCENTRATE LARGE GROUPS OF BUYERS, SUCH AS EMBASSY SUPPORTED LOCAL AGENT DISTRIBUTOR SHOWS, ARGENTINE INTERNATIONAL EXPOSITIONS, CATALOG SHOWS, AND EMBASSY ORGANIZED MULTIFIRM SHOWS. THE EMBASSY INTENDS TO CARRY ON THIS PROGRAM (SIMILAR TO THE ONE OUTLINED IN BA 9158, FOR FY 75 AND 76) AS LONG AS RESOURCES ARE AVAILABLE.
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Message Attributes

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